



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Patent Application of:
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding for
Internet advertising space

Examiner: John W. Van Bramer

INFORMATION DISCLOSURE STATEMENT (IDS)

VIA FEDEX

Commissioner for Patents
United States Patent and Trademark Office
Customer Service Window, Mail Stop Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

Pursuant to 37 CFR §§1.56, 1.97 and 1.98, the attention of the U.S. Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08 forms. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

The IDS is being filed before the first Office Action on the merits after the filing of a Request for Continued Examination pursuant to 37 C.F.R. § 1.114.

Whether or not the information and references disclosed in this Information Disclosure Statement is "material" pursuant to 37 CFR §1.56, this submission is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art".

In accordance with 37 CFR §1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR §1.56(a) exists.

References A through F are various communications to and from the European Patent Office in connection with a European counterpart of application no. 08/787,979, the parent of this application.

References G through I are the prosecution histories of three pending patent applications, nos. 10/655,549, 11/675,429 and 09/372,416, each of which includes claims to subject matter of similar scope to the claims of the instant application. Each of the aforementioned applications stand rejected. The examiner is respectfully requested to review the various rejections and other communications in the file wrappers of the aforementioned patent applications. Copies of the file wrappers are not being provided herewith as the file wrappers are readily available through the Office's Image File Wrapper System.

Dated: March 26, 2009

Respectfully submitted,
BEH Investments LLC (Assignee)*

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* A statement under 37 C.F.R. § 3.73(b)
was submitted on March 19, 2009